



# DUPHAT 2008

مؤتمر ومعرض دبي الدولي للصيدلة والتكنولوجيا  
Dubai International Pharmaceuticals & Technologies Conference & Exhibition



## DUPHAT Report 2008

### EXPERTS IN PHARMACEUTICAL SCIENCE AND TECHNOLOGY CONVERGED IN DUPHAT 2008

**DUPHAT** – The Dubai International Pharmaceuticals and Technologies Conference and Exhibition is the premier Pharmaceutical and Technology event in the Middle East launched in 1995 by INDEX Conferences and Exhibitions Org. Est., a member of INDEX Holding in collaboration with the government through the Dubai Health Authority with the aim to provide a high-quality conference and a multifaceted exhibition. It is an invaluable tool keeping up to date with the recent innovation and discovery in Pharmaceutical Science & Technology. DUPHAT 2008 took place from March 10th to 12th at the Dubai International Convention and Exhibition Centre. The event was inaugurated by

H.E. Qadhi Saeed Al Murooshid, Director General of Dubai Health Authority representing the patron H.H. Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance, and President of Dubai Health Authority in the presence of H.E. Humaid Mohammed Obaid Al Quttami, UAE Minister of Health.



**DUPHAT: The Largest Pharmaceutical and Technology event in the Middle East**

*"The conference was perfect. All of the logistics were flawless; the venue was excellent, meals were very good, the evening and social activities were superb and I enjoyed the commercial exhibits and the posters. The mix of lectures and workshops was also super. I think you have found the formula for a world class meeting of real note."*

**Prof. Albert Wertheimer, Professor of Pharmacy Practice,  
Temple University, Philadelphia, USA.**



Building on the success of DUPHAT for 13 years, it has the recognition and support of the leading international organizations represented by the American Society of Health-System Pharmacists (ASHP), European Federation for Pharmaceutical Sciences (EUFEPS), European Society of Clinical Pharmacy (ESCP), Society of Hospital Pharmacists of Australia (SPHA), International Association of Therapeutic Drug Monitoring and Clinical Toxicology (IATDMCT), Canadian Pharmacists Association (CPHA), International Society for Pharmacoepidemiology (ISPE), Utrecht University, The Netherlands, European Society of Oncology Pharmacy (ESOP) and Monash University, Australia along with national government bodies represented by the Ministry of Health and the Dubai Health Authority.



## CONFERENCE:

The intense three-day scientific program which persuaded the pharmaceutical professionals to evolve and enhance their education levels for an improved understanding of pharmaceutical care was delineated through the following themes Future Perspectives in Pharmaceutical Science and Technology, Emerging trends in Pharmacy Practice and the Law governing it, Pharmacoeconomics, Quality and Safety of Pharmaceuticals and Diabetes Disease Management.

Ms. Janet A. Silvester, President of the American Society of Health-System Pharmacists and Director of Pharmacy, Martha Jefferson Hospital, Virginia, USA, enlightened the attendees on "The Use of Technology for Patient Safety". Pharmaceutical gurus from USA, Europe, Australia and Middle East conveyed their concepts on Clinical Pharmacy, Improving the Evolutionary Environment of New Medicines, Cost Impact of an Evidence-Based Drug Benefit, Identifying and Fighting Counterfeit Pharmaceuticals, Impact of Drug Quality on Pharmaceutical Services, Safety of OTC Medicines and The Role of Community Pharmacists.



*It's a great pleasure and honour to participate and contribute to DUPHAT 2008. DUPHAT has shown evidence for being a landmark event in the pharmaceutical sciences and practice in the Middle East and beyond. By bridging clinical championship, scientific excellence and societal commitment, DUPHAT has gained the sincere recognition all over the world. Again the organisation has been very successful to attract an array of top speakers and moderators. The DUPHAT platform provides an excellent hub for cross-cutting thinking and learning.*

**Hubert G. Leufkens**

**Chair in Pharmaceutical Sciences**

**Utrecht Institute of Pharmaceutical Sciences, The Netherlands**

# Report 2008

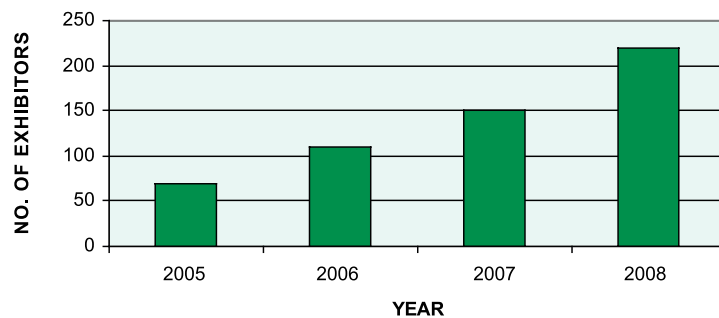
## EXHIBITION:

Leading companies with world-wide presence tapped on the power of scientific discovery and innovation through DUPHAT Exhibition to advance the practice of medicine. The exhibitors from UAE, GCC, MENA, Asia, Europe, Australia and America featured breakthroughs and innovation in pharmaceutical research and development, pharmaceutical manufacturing, health care, medical nutrition, pharmaceutical machinery, biotechnology, human therapeutics, pharma warehousing, pharmaceutical publishing and education. The most recent element in DUPHAT Exhibition was Powder Containment and Contamination Control Technologies, Transplantation Medicine, Software for

Oncologic Therapy Planning, Therapy Monitoring and the Preparation of Cytotoxics, Developers of Health Care Multi-media, UAE Free Zones which serves as a home to Pharma firms, Biolab Equipment and Fluid Solutions and Pharma Financiers.



INCREASE IN DUPHAT EXHIBITION SIZE



## WORKSHOPS AND OTHER SCIENTIFIC PRESENTATIONS:

With DUPHAT's passionate pursuit to provide continuing medical education to pharmacists and health care providers 19 novel pharmacy workshops were presented focusing on Evidence-based sale of OTC Medicines, Principles of Drug Use in Elderly, Skin Pathology, Pharmaceutical Process Improvement, Methods to Detect Counterfeit Medicines, Parenteral Nutrition, CPD Program, Six Sigma in Health Care, Health Economics, Communication Skills in Pharmacy Practice, Poisoning Management, Bioequivalence, Clinical Efficacy, Good Laboratory Practices, Drug Quality and Appropriate Brand Prescribing and Pharmacy Curriculum.



Short Presentations by nine pharmacy colleges covering a wide range of topics were presented.

*DUPHAT 2008 was a great success as always from all sides of preparation, implementation, interactions and novelty factors on the scope and the presentations."*

**Dr. Emad Elazazy, CEO - Professionals Co. -Health-Care management and Pharmaceutical Consulting & Training, Senior pharmacy practice Curriculum Developer. Emropharm Forum, Egypt**



Current trends affecting the science of pharmacy, pharmaceutical technology and biotechnology were depicted in vibrant posters by academicians. There were 23 Professional Posters of which 13 was verbally presented and 52 Student Posters out of which 10 were declared the best by a panel comprising pharmacy professors and researchers.



*"Excellence organization and high performance throughout DUPHAT 2008 which made it fruitful and enjoyable. Workshops were very successful and I enjoyed attending a few of them where interactions were closer and at ease. Our stay and social events were very much enjoyable. Student activities were a success and I enjoyed very much student discussions and professional aspirations."*

**Prof. Labiba K. El-Khordagui, Professor, Faculty of Pharmacy, University of Alexandria, Egypt**

## CONCURRENT ACTIVITIES:

Social activities such as the gala dinner, dhow cruise and desert safari organized in conjunction with the scientific gathering create not just an avenue of fun but also provide a positive yield for networking with fellow delegates. The event adjourned with a closing ceremony where certificates and trophies were distributed as a token of appreciation and to honour those who made DUPHAT truly successful.



## DUPHAT FACTS AND FIGURES AS DERIVED FROM A POST-EVENT SURVEY:

- 88% of the respondents declared DUPHAT is an excellent event.
- 95% of the delegates are delighted with the service.
- Simultaneous French translation during the conference enhanced the participation of French-speaking countries.
- More than 2000 conference attendees proclaimed that the information presented are of a high-quality.
- Majority of the attendees asserted that the sessions were beneficial to them and their organization.
- 85% of the exhibitors and visitors declared it is first-class exhibition.
- More than 200 exhibitors ascertained the event is extremely beneficial to them in terms of establishing new contacts, landing new projects, exploring new markets, discovering new clients and finding new agents, distributors and importers.
- At least 90% confirmed their participation next year.
- Over 5000 visitors consisting mainly of pharmaceutical professionals and key decision makers representing the government and private sectors utilized the event to conduct business.
- The exhibition covered a space of over 2200 sqm.